

May 4, 2011

**(US Personal Services Contract)  
USPSC Resident Hire Vacancy  
Regional Development Outreach and Communication Specialist  
(American Citizens Only)**

<b>Position Title:</b>	Regional Development Outreach and Communication Specialist – USAID/Egypt
<b>Organization:</b>	USAID/Office of Middle East Programs (OMEP)
<b>Position number:</b>	01 - 2011
<b>Type of Employment:</b>	US Personal Services Contract – Full Time
<b>Effective:</b>	Immediately
<b>Expected Duration:</b>	One year - Renewable
<b>Salary Potential:</b>	GS-14
<b>Application Deadline:</b>	May 22, 2011

**Remarks:**

1. *Candidate must be US citizen.*
2. *Preference will be given to Eligible Family Members [EFMs] and Members of Household [MOH] of US employees assigned to Cairo. Other Americans resident in Egypt may be considered in the event no suitably qualified EFM/MOH candidates apply.*
3. *Candidate should be able to complete the contract term before leaving post, and must retain his/her EFM status for the full term of the contract if s/he is an EFM..*
4. *Applicant must have the required work and/or residency permits allowing work in Egypt before being able to apply.*
5. *A candidate who is otherwise qualified, but does not meet full requirements of the position, may be appointed as a trainee and be required to serve at a lower grade level for the period of one year.*
6. *The policy of USAID/Egypt prohibits discrimination based on, among other factors, gender, disability, religion or race in matters pertaining to admission, access, treatment, or employment in all Agency programs and activities. This policy complies with the Federal Acquisition Regulations (FAR), the USAID Acquisition Regulation (AIDAR), Sections 504 of the Rehabilitation Act of 1973, Title VI of the Civil Rights Act of 1964, the Age Discrimination Act, the Americans with Disabilities Act of 1990, and their implementing regulations.*

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The USAID Office of Middle East Programs requires the services of a US citizen effective immediately to fill the position of Regional Development Outreach and Communication Specialist. Working hours are 40 hours per week. Please note that priority consideration will be given to Eligible Family Members (EFMs) and Members of Household [MOH]. If applicant is an eligible family member, please submit a cover letter along with the application containing:

1. The name and Agency of Sponsor
2. Post departure date
3. A brief summation point by point for each item in the announcement detailing how they have performed the same or similar duties in their prior work experience

## **BACKGROUND**

The Office of Middle East Programs (OMEP) is based in Cairo, Egypt. OMEP was established in 2005 to manage a portfolio of regional programs, provide technical and programmatic support to USAID bilateral Missions in the Middle East and North Africa (MENA) region, and support the development and dissemination of regional research, analyses and developmental practices. OMEP's regional programmatic portfolio includes youth, natural resources and governance activities implemented through a range of local, regional and international partners.

The Regional DOC is located in OMEP at USAID/Cairo and has responsibilities related not only specifically to OMEP, but also with respect to USAID's work in the Middle East and North Africa (MENA) region overall. The Regional DOC reports to the OMEP Office Director and plans and coordinates activities with the OMEP Regional Development Research Manager (RDRM), and will also have extensive interaction with the various USAID bilateral Missions (Egypt, Iraq, Jordan, Lebanon, Morocco, West Bank/Gaza, and Yemen) in the MENA region, USAID's Middle East Bureau (ME), USAID's Bureau for Legislative and Public Affairs (LPA), U.S. Embassy Public Affairs Officers (PAOs) and Department of State Media Hubs throughout the MENA region. S/he maintains regular contact and collaborates with USAID bilateral Mission DOCs and Embassy PAOs to ensure that Embassy personnel, including senior staff, are properly apprised of USAID activities and projects, while also serving as principal liaison with ME and LPA in USAID/Washington (USAID/W).

USAID activities in the MENA region are complex and politically sensitive. In this capacity, the incumbent is responsible for strategically planning, developing, implementing, and administering a DOC program for both OMEP and USAID MENA development efforts overall, with the aim of promoting better awareness and understanding of U.S. foreign assistance to the region, along with related policies and achievements, among key audiences of the host country, in the U.S., and throughout other donor countries.

## **BASIC FUNCTION OF POSITION**

The Regional DOC is the principal field-based point person for development outreach and communications regarding USAID's work in the MENA region overall and through OMEP regional programs. S/he supports USAID in the achievement of its objectives by producing and disseminating public information about USAID activities in the region for transnational and country-specific consumption, in collaboration with USAID bilateral Mission DOCs, ME and LPA. The Regional DOC also serves as the primary contact for USG interagency regional outreach and diplomacy efforts in the MENA region, and as the primary USAID outreach contact for USAID non-presence countries in the region.

With respect to OMEP, the Regional DOC collects, investigates, manages, and distributes information associated with OMEP's regional programming, and serves as OMEP's primary point of contact and liaison for public and media information inquiries. The Regional DOC is also responsible for designing and managing regional media programs in support OMEP's regional strategy. As a member of OMEP's research arm, the Regional DOC is responsible for developing OMEP's capacity to disseminate research and public material information to increase the sharing of lessons learned and best practices among regional bilateral and multilateral institutions and research organizations. The Regional DOC will prepare a corresponding communications action plan to meet those needs, as well as to sustain partnerships and media linkages.

## **MAJOR DUTIES AND RESPONSIBILITIES**

a. **Regional & OMEP Communication Strategies:**

20%

**Regional Communications Strategy:**

The Regional DOC develops, reviews, and implements USAID's Regional Communications Strategy for the MENA region, in coordination and consultation with ME, LPA and the USAID bilateral Missions' outreach strategies. The goal is to promote USAID's work in the MENA region to external and internal audiences, facilitating information access and sharing amongst the bilateral Missions, OMEP, and USAID/W, and strengthening the reporting functions of bilateral Missions. The Regional Communications Strategy should take into account the cost/benefits of particular inputs to outputs in order to optimize communications tools and distribution to the broadest audiences possible.

The Regional DOC incorporates communications protocol with different audiences and strategies to sustain partnerships with international and regional institutions. Additionally, s/he produces templates for various communications purposes, standards for creating and assessing outreach and research materials, and guidelines for planning and managing events. The incumbent counsels ME on the selection, targeting, and placement of potential DOC materials in keeping with USAID's Regional Communications Strategy.

The Regional DOC is also a counterpart in USG interagency efforts for regional communications and diplomacy in the MENA region. As such, the Regional DOC will serve in a liaison role and work closely with U.S. Embassy PAOs, Department of State Media Hubs and other interagency stakeholders in the region to provide USAID input to interagency efforts, and to communicate back to other USAID Missions and offices.

The Regional DOC must also take into account the need to identify and focus on key sectors that have a natural appeal to local interest as well as USG policies; the importance of ensuring that publicity material used will be non-controversial; and that the material is visually appealing, well-defined, and contains a human interest element. S/he will also be responsible for putting in place policies and procedures for USAID regional communications that clarify roles and responsibilities within USAID and the interagency community, as well as with implementing partners, including templates for various communications tools, standards for creating and finalizing DOC materials, and guidelines for planning and managing events.

**OMEP Communications Strategy:**

Similar to the above and in line with USAID's Regional Communications Strategy for the MENA region, the Regional DOC will also be responsible for developing, reviewing, and implementing a comprehensive Communications Strategy for OMEP, in order to promote the work of OMEP to external and internal audiences.

b. **Relations with the Media and Partners:**

20%

1. The Regional DOC is responsible for communications on all OMEP activities and activities related to USAID's work in the region as a whole, in coordination with other members of the OMEP research team, ME and LPA, including reporting on the media, preparing summaries of significant articles and broadcasts, and monitoring media trends that affect the work of OMEP and USAID overall in the MENA region, including trends in USAID non-presence countries. Maintains close, frequent professional contact with regional and local media and media linkages with major universities, think tanks, research organizations, and international development research institutions across the region. This may include arranging interviews, briefings, working with USAID bilateral Mission DOCs regarding tours of OMEP programs/projects and escorting journalists; and keeping records of activities. To fulfill this requirement,

close coordination with ME, LPA, USAID bilateral Missions, Embassy PAOs, and Department of State Media Hubs needs to be sustained.

2. Keeps abreast of OMEP events to ensure that appropriate press coverage is provided, including TV and radio. Helps OMEP team members define appropriate candidate activities for coverage, participates in field inspections and final selection, and accompanies TV/radio crews to site locations for filming. Advises OMEP staff on all aspects of communication protocol, if press coverage is not recommended for any culturally-sensitive event.
3. Reviews the daily press to keep abreast of coverage related to OMEP programs and research activities, and to USAID development efforts in the MENA region.
4. Plans, researches, drafts, and/or edits press releases, fact sheets, and other publicity material for OMEP and in support of conveying the message of USAID's work in the MENA region overall. Coordinates with USAID technical offices, USAID bilateral Mission DOCs, ME, LPA and (as appropriate) with Embassy PAOs and Department of State Media Hubs to produce and release timely, accurate, and useful written material for local and other media.
5. Advises and works with USAID bilateral Mission DOCs, Embassy PAOs and Department of State Media Hubs to expand opportunities for coverage of USAID assistance.
6. Increases the sharing of lessons learned and best practices among regional bilateral and multilateral institutions on successful and culturally relevant development approaches to enhance the design, monitoring, and evaluation of USAID programs in the region.

c. Manages Regional Media Programs:

15%

1. Designs regional media programs. This includes, but is not limited to, programs that build the professionalism of media, encourage diverse voices and perspectives, and strengthen regional media networks. Ultimately, these programs are designed to increase the quantity, quality, and diversity of information available to the public, thereby encouraging civic participation.
2. Manages existing and new media programs, including monitoring and reporting on performance and addressing implementation challenges in coordination with partner organizations.
3. Contributes to annual budget and performance reporting processes.

d. Public Events and Activities:

10%

1. Plans, schedules, publicizes, and carries out activities to present OMEP programs to the public. This may include a range of communications tools and distribution to a variety of audiences, with particular field trips to specific events or activities, as well as outreach and media coverage for overall programming.
2. In coordination with OMEP's research team, plans and carries out research-related events to increase the sharing of lessons learned and best practices among USAID Missions in the region, regional bilateral and multilateral institutions on successful and culturally relevant development approaches to enhance the design, monitoring, and evaluation of USAID programs in the region.
3. Coordinates field travel and public affairs activities of OMEP personnel, as well as (when appropriate and in coordination with USAID bilateral Mission DOCs) U.S. Ambassadors and other senior interagency officials for USAID events. Prepares schedules and briefings in collaboration with OMEP staff and

arranges for photo/video and media coverage as appropriate. Acts as the primary USAID coordination point for public events regarding USAID's role in non-presence countries.

4. For site visits or events that involve senior U.S. officials, ensures that all information related to the events (e.g., backgrounders/scene setters, schedules, talking points, speeches, etc.) has been prepared, meeting quality standards and time requirements.
5. Coordinates signing ceremonies, inaugurations, and/or dedications of OMEP regional projects, including drafting press releases for placement in the MENA press and on USAID's homepage, blogs, forums, and newsletters, as well as coordinating with appropriate OMEP, other USAID, and interagency officials on logistics, schedules, guest lists, seating, and other arrangements related to the events.

e. Publicity Material: 10%

1. Plans and produces key periodic materials for OMEP programs and for USAID's work in the MENA region overall, including frequent regional media summaries, briefs on OMEP and other regional activities, research event reports, and others as deemed necessary. The Regional DOC develops the capacity of OMEP and USAID to disseminate information through a wide variety of visually appealing, well-defined modalities such as print materials, electronic channels, regional portals, and social networking tools.
2. Reviews proposed speeches, videotapes on project activities, brochures, booklets, handouts, signs, and other public relations materials to evaluate quality, propriety in terms of sensitivity to local culture, and accuracy of content. Ensures that all materials meet USAID branding guidance. Recommends revisions, reprinting, or other appropriate action. Works closely with USAID contractors or grantees and advises them on the quality of publicity material.
3. Works with OMEP staff to develop briefing materials for handouts and other special needs. Prepares VIP briefing and press packets for use during OMEP site visits or media events, and selects information to be included.
4. Manages the preparation and updating of sub-regional profiles, which must be coordinated with OMEP staff, USAID bilateral Missions, ME and LPA. Develops a good database of information on where USAID is working in particular areas of the MENA region to be available for site visits and reporting, as needed.

f. Editorial Quality Control: 10%

Contributes to editing of official reports, correspondence, and documents produced by OMEP, including annual reports and yearly funding requests. S/he provides input to ensure that documents meet quality standards.

g. Maintenance of OMEP External Website: 10%

Responsible for maintaining OMEP's external website to ensure that content has optimal impact on providing information about OMEP and its programs for a wide range of audiences. Responsibilities include coordinating the selection of information displayed on the website, clearing content, and overseeing placement. In addition, the Regional DOC is responsible for devising a plan to optimize the website for more interactive usage.

h. Regional Coordination of USAID Mission DOCs in the Middle East: 5%

Responsible for the overall coordination and regional aggregation of outreach and communications efforts in OMEP and in the seven USAID bilateral Missions in the MENA region (Egypt, Iraq, Jordan, Lebanon,

Morocco, West Bank/Gaza, and Yemen). Coordination includes but is not limited to: tracking outreach and communications activities for all USAID assistance in the MENA region; synthesizing similar activities into a regional message of USAID assistance in the MENA region; providing “surge” assistance, as needed, to bilateral USAID Missions planning and executing large scale outreach or communications activities; and reporting to USAID/W (ME and LPA) on emerging trends and high profile activities. Serves as advisor, resource and backstop for DOCs in USAID bilateral Missions.

### **REQUIRED / DESIRED QUALIFICATIONS:**

The Regional Development Outreach & Communications Specialist shall have the following qualifications. Note that in order to be considered, those marked **(required)** must be met.

1. **Education:** BA in journalism, international relations, development, public administration, or other related fields is **(required)**. A Master’s degree in one of the above fields is desirable.
2. **Prior Work Experience:** Seven years of progressively responsible experience in related fields is **(required)**, with at least five years of experience in public relations and/or journalism, two of which are in the Middle East region. Previous work experience with USG or other international development organizations is highly desirable.
3. **Knowledge:** A thorough understanding of issues and current events related to regional development, politics and public relations is **(required)**. Knowledge of the MENA region is **(required)**. The qualified person must possess broad operational planning experience, analytical ability, excellent communication skills, and the capacity to convert planning concepts into firm plans to meet a variety of contingencies. A strong knowledge and understanding of the media in the MENA region is **(required)**.
4. **Abilities and Skills:** Demonstrated skills and extensive hands-on experience in public relations are **(required)**. The ability to establish and maintain collegial relations with press and media contacts and exercise sound judgment in representing the USG while discussing program activities with the press and media are essential elements of the job. A demonstrated ability to supervise staff and work flows, and work as a team member, as well as to provide leadership in the areas of his/her competencies, is **(required)**. Must be comfortable working independently, managing several activities at once, and working under pressure to meet very short deadlines. Must have management ability to plan and execute media campaigns and programs. Excellent working use of MS Office, MS Outlook, and MS PowerPoint are **(required)**. Basic Web design and maintenance is desirable.
5. **Language Proficiency:** Excellent written and oral communication skills in English are **(required)**. Fluency in Arabic is highly desirable. Basic skills in French are an asset.
6. **Ability to Obtain Security Clearance:** Be a U.S. citizen, U.S. resident alien and be able to obtain Employment Authorization security clearance **(required)**.

### **POSITION ELEMENTS:**

#### **1) Supervision Received:**

The Regional Development Outreach and Communications Specialist will be supervised by the Director of the Office of Middle East Programs (OMEP).

#### **2) Available Guidelines:**

USAID general guidelines regarding allowable outreach and communications activities (including the USAID Graphic Standards Manual) and with respect to relationships with U.S. Embassy Public Affairs

Offices and the media; USAID's Automated Directives System (ADS); standard Agency procurement and contracting procedures; outreach and communications priorities as set by approved USAID mission strategies; U.S. Embassy guidelines on public outreach and media relations; etc.

**3) Exercise of Judgment:**

The Regional Development Outreach and Communications Specialist has considerable independence and exercises professional judgment in developing and managing regional development outreach and communication strategies and activities, and in interacting with a wide range of stakeholders. S/he must be able to react to and interpret changing priorities and circumstances in the Middle East and North Africa media and their effects on USAID outreach and communications efforts.

**4) Authority to Make Commitments:**

The Regional Development Outreach and Communications Specialist is responsible for budget planning and the preparation of procurement requests for publicity materials and related technical services; such requests will be processed by other OMEP staff and approved by the OMEP Director.

**5) Nature, Level and Purpose of Contacts:**

The Regional Development Outreach and Communications Specialist will have extensive interaction with a wide range of stakeholders, including:

- International, regional and local media based in the Middle East and North Africa region;
- With respect to media linkages, major universities, think tanks, research organizations, and international development research institutions across the Middle East and North Africa region;
- USAID bilateral Missions (Egypt, Iraq, Jordan, Lebanon, Morocco, West Bank/Gaza, and Yemen) in the Middle East and North Africa region, and those Missions' respective Development Outreach and Communications Specialists;
- USAID's Middle East Bureau;
- USAID's Bureau for Legislative and Public Affairs;
- U.S. Embassy Public Affairs Officers and Department of State Media Hubs throughout the Middle East and North Africa region.

**6) Supervision Exercised:**

None.

**SALARY:** Will be determined by the USAID Contracting Officer within the GS-14 salary range based on experience, qualifications, and salary history (\$84,697-\$110,104). This position is taxable; incumbent will be required to pay US taxes.

**NOTE:** Experience and education which exceed the requirements set forth in the position description but which are not directly related to or required in the performance of expected duties **WILL NOT BE CONSIDERED AS JUSTIFICATION FOR UPGRADING THE POSITION OR DESIGNATED SALARY AS SET BY THE CONTRACTING OFFICER.**

**TYPE AND DURATION OF APPOINTMENT:**

**USAID anticipates issuance of a Resident Hire USPSC contract as defined in the AID Acquisition Regulations (<http://www.usaid.gov/policy/ads/300/aidar.pdf>) Appendix D, and the CIBs and AAPDs referenced therein.**

Employment shall be for an initial period of one year with an option to extend the contract in yearly increments for up to an additional 4 years. This Personal Services Contract is subject to the availability of funds.

### **SELECTION CRITERIA:**

To be considered, the applicant shall meet those qualifications marked (required). Candidates will be evaluated according to the following criteria:

<b>Factor</b>	<b>Points</b>
Education	20
Experience	30
Knowledge	15
Abilities & Skills	20
Language	15
<b>Total Points</b>	<b>100</b>

Reference checks with cognizant work associates will be required. USAID will require references from at least two current or past work associates.

### **APPLICATIONS:**

Please apply by submitting OF-612 Optional Application for Federal Employment and attach a current CV or resume to the form. Please send your application form to USAID HR Office, by fax to 2516-0388/25227197 or via e-mail to [usaidhr@usaid.gov](mailto:usaidhr@usaid.gov), attn: Nancy Rofael. Application form is available online [http://www.usaid.gov/wbg/misc/OF\\_612.pdf](http://www.usaid.gov/wbg/misc/OF_612.pdf) and [http://www.opm.gov/forms/pdf\\_fill/of612.pdf](http://www.opm.gov/forms/pdf_fill/of612.pdf). It is also available in the Human Resources Office.

The USAID office is located at:  
New Office Building (NOB)  
Plot 1/A Nady El Etisalat Street, Off El Laselki St.,  
New Maadi, Cairo Egypt.  
Postal Code#: 11435

USAID/EXO/HR: S. Joseph \_\_\_\_\_

USAID/EXO: N. Kester \_\_\_\_\_

“Mission policy prohibits pre-selection of applicants to fill any local-hire positions.”